PHILIP MORRIS U.S.A.

INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: K. Michael Irish

DATE: Janaury 29, 1985

FROM: Dale J. Florio

SUBJECT: Sunbank Communications - Frank Orechio

I've attached the necessary material to develop a one year program with the above newspaper group at the cost of $25,000. It would be helpful if we could run our top brand ads.

Frank Orechio suggests that our agency people deal with Fred Zola at (201) 667-2100.

cc: G. L. Smith
J. A. Kochevar

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Source: https://www.industrydocuments.ucsf.edu/docs/mrdm0004